



# ProMAC International Conference

## Thursday, May 3<sup>rd</sup>, 2018

Locations	Event Venue Lobby	Event Venue (Alliance Room)	Strive Martial Arts
<b>9:00AM</b>		<b>Day Two Satori Ascend Session</b>  <i>Member Only Event (Invitation Required)</i>	
<b>4:00PM</b>			
<b>5:30PM</b>	<b>Event Early Registration</b>  4PM to 8PM	<b>Program Director Workshop: Sales Funnel - Inquiry to Close</b>  Join us for this free bonus session for Program Directors on Thursday night! This course will cover in-depth the skills you as a Program Director need to know for building and managing an effective "funnel" of prospects from first contact through to enrollment, with Kovars PD experts Elaine Warrener and Julie Alexander. Space is limited to 40 seats.	
<b>6:30PM</b>	Skip the morning line! Check in early to get your materials and plan your weekend.		
<b>7:30 to 8:30PM</b>			<b>Muay Thai Class</b>  An open Muay Thai class for all ProMAC attendees and appropriate for all levels. Get some extra training in before we kick off tomorrow morning!
			<b>BJJ Open Mat Class</b>  An open BJJ class for all ProMAC attendees and appropriate for all levels. Get some extra training in before we kick off tomorrow morning!





# ProMAC International Conference

Friday, May 4<sup>th</sup>, 2018

ROOMS	ASCEND	SELECT	EXPRESS	SATORI	ALLIANCE
9:00 AM to 11:00AM	<b>Welcome &amp; Event Kick-Off</b> Dave Kovar				
11:00AM to 12:00PM	<b>KEYNOTE SPEAKER</b> Mark Goblowsky				
12:00PM to 1:00PM	<b>LUNCH BREAK</b>				
1:00PM to 2:00PM	<b>Making an Impact Within Your Community</b> Chris Rappold	<b>Leveraging an Online Pro Shop</b> Paul Reavlin	<b>Building School Relationships, Adding Value, and Gaining Students</b> Nick Wilson & Team	<b>Survival Krav Maga – Dealing with Multiple Attackers</b> Moti Hornstein	<b>Satori Alliance Level One Fundamentals</b> Chad Shepherd
2:15PM to 3:15PM	<b>The State of the Industry: Lessons from the 2017 Martial Arts Industry Report</b> Kinnick Wheaton & Chris Mierzwiak	<b>A Fight to Remember: Going Toe to Toe with State Legislators for Our Industry</b> Chris Herrman	<b>Fundraiser Flyers - A Tool for Giving Back and for Growth</b> Elaine Warrener	<b>How to Hit Hard, the Hackleman Way</b> John Hackleman	<b>Weapon to Weapon Fighting: Tactics of Engagement at Varying Ranges</b> Tim Leard
3:30PM to 4:30PM	<b>Developing the Self-Defense Mindset in Your Students</b> Moti Hornstein, Bill Kipp, & John Whitman	<b>How to Create the Right Environment for Your School</b> Thomas Clifford	<b>Planning for Success – Owing Your Next 90 Days and Beyond</b> Julie Alexander	<b>Champion Ring Skills</b> Troy Dorsey	<b>Getting Out of Danger! Basic Side Control Escapes</b> Nick Wilson
4:45PM to 6:00PM	<b>KEYNOTE SPEAKER</b> Tim Kovar				
7:00PM to 8:30PM	<b>Pre-Dinner Social Mixer at Zen Planner Headquarters</b>				
8:00PM to 10:00PM	<b>Attendee Dinner at Lansdowne Arms (No-Host Event)</b>				





# ProMAC International Conference

Saturday, May 5<sup>th</sup>, 2018

ROOMS	ASCEND	SELECT	EXPRESS	SATORI	ALLIANCE
6:00AM to 7:00AM					Morning Mobility & Workout Bryan Nay
7:00AM to 8:00AM				Morning Kali Partner Flows Apolo Ladra	BJJ for the Tournament or the Cage Amal Easton
8:30AM to 9:30AM	Using Social Media to Your Advantage Group Panel	Negotiating a Great Lease Any Time Dave Chamberlain	Getting the Most Out of Your CRM Software Chris Mierzwiak	Improving Your Classroom Experience With Technology Gary Considine	Footwork and Kicking Fundamentals for Speed, Power, and Distance Bryan Nay
9:45AM to 10:45AM	Growing Pains: Shaping Your Company Culture by Design or Default Dave Chamberlain & Phil Stern	50 Years: Dojo Sustainability & Success for the Long Haul Greg Tearney	The Super Summer Series: Your Path to Your Best Summer Ever Dave Kovar & Team	Krav Maga Weapon Defenses John Whitman	Got Clinch? Chad Shepherd
11:00AM to 12:00PM	The Satori Way - Living the Samurai Lifestyle Dave Kovar	Communicating Your Program's Value at Any Price Chris Santillo	Leading with Strengths - Developing Your Team By Focusing on What's Right Bryan Nay	The Pen is Mightier Than the Sword – Tactical Pen Self-Defense Skills Mark Goblowsky	Mitt Work Fundamentals for Punching Range Tim Leard
12:00PM to 1:30PM	LUNCH BREAK	12:15 to 1:15PM Getting the Most Out of the MA School Portal Eric Maisch	LUNCH BREAK		
1:30PM to 2:30PM	Why You Should Already Be Prepping for Back to School Season Group Panel	A Social Presence to be Proud Of Jeff Presley	Live Safe Training in Your Community Dave Kovar	Kali for Everyone – Weapons Skills For Every Martial Artist Apolo Ladra	Ranges and Timing - Tips from a World Champion Chris Rappold
2:45PM to 3:45PM	Student Evaluations: The Key to Student Retention and Upgrades Tommy Lee	Understanding Millennials: Working With Different Generations in Your Staff Bryan Nay	Making Your Summer Camps Rock! Richard Baciarini	Predator Armour Training Bill Kipp	Classroom Formatting for Staff Development and Retention Nick Wilson
4:00PM to 5:15PM	Quarterly Marketing Presentations Group Activity with Bryan Nay			Satori Ryu Assessments Dave Kovar & Tim Leard	Make your Huddle Discussions a Masterpiece Chad Shepherd
6:00PM to 8:00PM	Martial Arts Training Class at Strive Martial Arts Dave Kovar, John Whitman, and Mike Swain				
8:00PM to 8:15PM	Guided Bat Breaking with Chip Townsend [Registration Required]				





# ProMAC International Conference

## Sunday, May 6<sup>th</sup>, 2018

ROOMS	ASCEND	SELECT	EXPRESS	SATORI	ALLIANCE
6:00AM to 7:00AM					Fitness Challenge - Kick it Up a Notch! Glyn Ann Townsend
7:00AM to 8:00AM				Self-Defense Ground Program John Whitman	Qigong Internal Workout Mark Goblowsky
8:30AM to 9:30AM	Getting Your School on the News Derrek Hofrichter	The Right Tools for the Job – Selecting the Best Equipment for You and Your School Ben Bass	Student Service for Improved Retention Dave Durman	How to Kick Like a Champ Chip Townsend	Satori Ryu Prep Class Dave Kovar
9:45AM to 10:45AM	Modern Marketing Analysis and Trends Group Panel	Advanced Statistics – Getting to the Next Level of Success Dave Chamberlain	From Bankruptcy to Business of the Year Rich Grogan	BJJ Split Guard Karel “Silver Fox” Pravec	Satori Ryu Prep Class Nick Wilson
11:00AM to 12:00PM	Goal Setting Action Plan & Closing Session Dave Chamberlain				
12:30PM to 2:00PM	Travel to Red Rocks Amphitheatre				
<b>RED ROCKS AMPHITHEATRE (OPTIONAL)</b>					
2:00PM to 3:00PM	Red Rocks Workout Chip Townsend				

